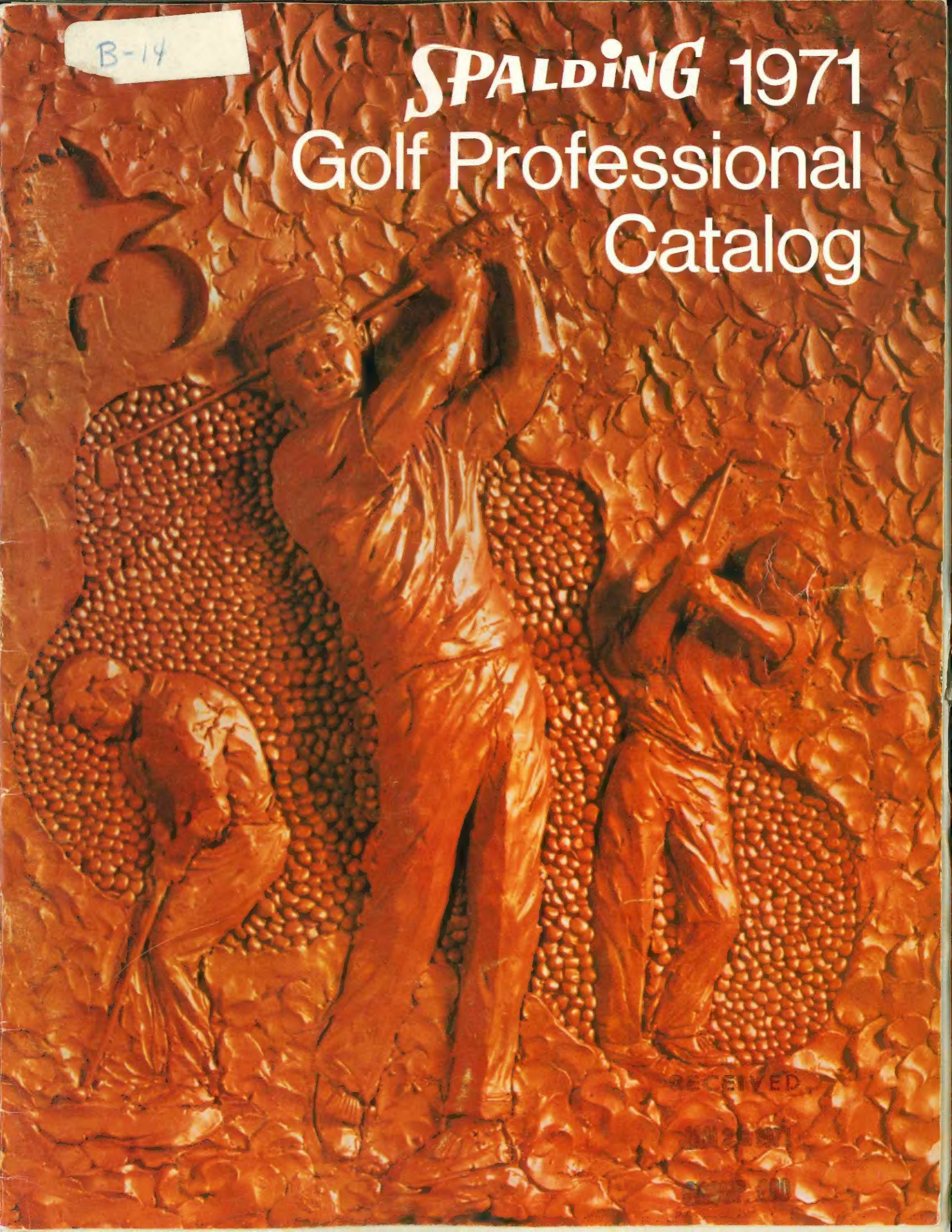


B-14

SPALDING 1971 Golf Professional Catalog



RECEIVED

NOV 21 1971

SPALDING

Highlights '71

To serve you better we've made many exciting changes in Spalding's "professional only" product lines for 1971.

Don't miss . . .

- The exciting new Elites, completely restyled for 1971 and featuring lightweight steel shafts. (pages 8 & 9)
- The '71 Top-Flites with computer designed lightweight steel shafts. (pages 12 & 13)
- MV2 a completely new concept in club building, a new golf club marketing story. (pages 14 & 15)
- A unique new line of brass putters. (page 32)
- A rainbow of exciting new golf bags. (pages 34-44)
- The '71 Spalding head cover line with models and styles for every need—every pocketbook. (pages 46 & 47)
- Elite, an exciting new "Pro only" golf glove. (pages 48 & Cover III)
- Match-Play fashions styled by the famous Bernhard Altmann Company and presented to you by Spalding. Please contact your Spalding representative for full details.



CONSULTANTS

*Members of the
Spalding Advisory
Staff**

TOURING PROFESSIONALS

MEN

Tommy Aaron
Bruce Devlin
Allen Geiberger
Bob Goalby
Bunky Henry
George Knudson
Don Massengale
B. R. "Mac" McLendon
Jack Montgomery
Johnny Pott
Rick Rhoads
Dan Sikes
Bob Stanton
Dave Stockton

LADIES

Peggy Kirk Bell
Sandra Haynie
Sandra Post
Marilynn Smith
Beth Stone

*As of Sept. 1, 1970

SPALDING 1971 GOLF PROFESSIONAL CATALOG

JAN 24 1971

INDEX

GOLF ACCESSORIES

Gloves	48 & Cover III
Head Covers	46 & 47
Umbrellas	45

GOLF BAGS

Bag Cover	39
Carry-All and Shag Bags	44
Ladies'	40-42
Mens'	34-39
Sunday	43

GOLF BALLS	2- 4
------------	------

LADIES' GOLF CLUBS

Beth Stone	24 & 25
Executive	22 & 23
Marilynn Smith	26 & 27
Sandra Haynie	24 & 25

MEN'S LEFT HAND GOLF CLUBS

Executive Left Hand	18 & 19
Johnny Palmer Left Hand	20 & 21
Personal Left Hand	20 & 21

MEN'S RIGHT HAND GOLF CLUBS

Auxiliaries	19
Double Eagle	16 & 17
Elite	8 & 9
Executive	10 & 11
Features & Specifications	5- 7
MV2	14 & 15
Paul Runyan	16 & 17
Top-Flite	12 & 13

PUTTERS	30-32
---------	-------

YOUTH GOLF CLUBS	28 & 29
------------------	---------

GUARANTEE AND REPAIR PROCEDURE FOR SPALDING PRODUCTS

Spalding products are guaranteed for one year against defect in workmanship and material. Spalding reserves the right to inspect returned merchandise for evidence of misuse and to determine whether repair, replacement, or adjustment is due. A nominal fee, plus postage, will be charged to repair and put back into good playing condition any repairable Spalding product which is damaged in play.

All Prices subject to Change without Notice / All Orders taken subject to acceptance by our District Office / Deliveries subject to our ability to supply

All Prices set forth in this catalog are Suggested Prices only and are not binding on any person

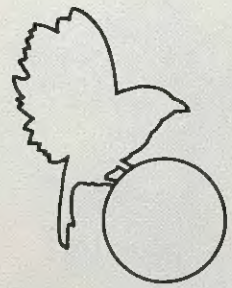
SPALDING DOT

It's the Dot for Distance

The famous top rated distance golf ball — consistent winner on the PGA tour. From core to cover, the Spalding Dot® is all distance. It delivers a sweet, sharp click and satisfying feel that lets the golfer sense maximum distance the instant the ball leaves the clubhead.

Distance starts inside where the Dot's liquid center is encased in the exclusive Lockmated™ polymeric core (Patent No. 2,998,977). Springtaut, double stage windings of vibrant rubber thread build up a powerful reservoir of energy — distance waiting to be unleashed.

Finally, there's the Dot's exclusive Polymiracle® Balata cover with brilliant white, Polyurethane finish — a thin, high performance cover that can really take it.



11-124 THE SPALDING DOT "80" — A medium compression ball for medium speed swingers, senior golfers, middle handicappers or cold-weather play.

11-125 THE SPALDING DOT "90" — First choice among hard hitters.

11-126 THE SPALDING DOT "100" — A slightly higher compression for extra hard hitters.

Each **\$1.25**
Boat of (3) **\$3.75**
Dozen **\$15.00**

FREE PERSONALIZING

On orders for one dozen or more Dot Golf Balls, the golfer's name may be imprinted in block letters or script at no extra charge. (Limit 18 letters and spaces for block — 15 letters and spaces for script.) A Spalding service available year 'round through Golf Professionals.

SPALDING CORPORATE AMBASSADOR GOLF BALL PROGRAM



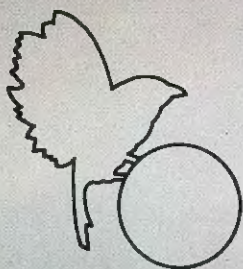
As a way of saying "thank you" in business, thousands upon thousands of image-conscious executives know nothing lends more prestige or gives more pleasure than the Spalding Dot golf ball carrying their company name on the side.

The businessmen members in your club are golfers. Most of them probably give business gifts. Why not make it easy for them to do the natural thing and give the Spalding Dot.

It makes good business sense for you, too.



For details of the Spalding professional corporate imprint program for Dots (and less expensive liquid center and two-piece golf balls) please refer to your 1971 Golf Professional Price List.



SPALDING PROFESSIONAL GOLF BALLS

REVOLUTIONARY SPALDING TWO-PIECE CONSTRUCTION

— Spalding's revolutionary two-piece construction represents a highly sophisticated advance in space-age chemistry and specialized molding techniques. Two different but compatible synthetics are "unitized" to deliver a combination of playability (distance, click, and feel) and virtual indestructibility totally new to the game of golf.

DOUBLE EAGLE — Extraordinary two-piece, high velocity, extra distance professional golf ball with super-resilient distance core and virtually indestructible cover. Delivers a combination of distance, durability, authentic click and feel unmatched by any other golf ball in the medium-priced field. A pedigree in the new breed of Spalding two-piece golf balls for better golfing value.

11-161 Each \$ 1.00

Three for \$ 3.00

Dozen \$12.00

PRO-FLITE — Spalding's unique two-piece construction, combining the ultimate in durability with outstanding playability, distance and feel. Virtually invulnerable to punishing mishits, new Pro-Flite golf balls establish a totally new standard in professional performance for the economy-minded golfer.

11-175 Each \$.75

Three for \$ 2.25

Dozen \$ 9.00



		Cushion Rubber Grips*	Set of	Composition	Flexes and Swing Weights	Shaft	Unit	List Price \$		
Men's Golf Clubs										
ELITE	Woods	2702-14 2702-13	4 3	1,3,4,5 1,3,4	M(D1-D3), S(D3-D4) M(D1-D3), S(D3-D4)	L. W. Steel L. W. Steel	Set Set	135.00 102.00		
	Irons	3702-18	8	2 thru 9	M(D1-D3), S(D3-D4)	L. W. Steel	Set	200.00		
	Auxiliaries	3702-83		Pitch. Wedge		L. W. Steel	Each	25.00		
		3702-81		Sand Club		L. W. Steel	Each	25.00		
EXECUTIVE	Right Hand	Woods	2711-14 2711-13	4 3	1,3,4,5 1,3,4	F(D1), M(D1-D3), S(D3-D4) F(D1), M(D1-D3), S(D3-D4)	Aluminum Aluminum	Set Set	125.00 93.75	
		Irons	3711-18	8	2 thru 9	F(D1), M(D1-D3), S(D3-D4)	Aluminum	Set	185.00	
		Auxiliaries	3711-77 3711-75		Pitch. Wedge Sand Club		Aluminum Aluminum	Each Each	23.25 23.25	
	Left Hand		Woods	2719-14	4	1,3,4,5	M(D1-D3) or S(D3-D4)	Aluminum	Set	125.00
			Irons	3719-18	8	2 thru 9	M(D1-D3) or S(D3-D4)	Aluminum	Set	185.00
		Auxiliaries	3719-93 3719-94		Pitch. Wedge Sand Club		Aluminum Aluminum	Each Each	23.25 23.25	
TOP-FLITE	Woods	2744-14 2744-13	4 3	1,3,4,5 1,3,4	M(D1-D3) or S(D3-D4) M(D1-D3) or S(D3-D4)	L. W. Steel L. W. Steel	Set Set	125.00 93.75		
	Irons	3744-18	8	2 thru 9	M(D1-D3) or S(D3-D4)	L. W. Steel	Set	185.00		
	Auxiliaries	3744-45 3744-98		Sand Club Wedge		L. W. Steel L. W. Steel	Each Each	23.25 23.25		
		MV2	Woods	2762-14 2762-13	4 3	1,3,4,5 1,3,4	Medium Medium	L. W. Steel L. W. Steel	Set Set	90.00 67.50
Irons	3762-18 3762-02		8	3-9 & Wedge 2 Iron	Medium Medium	L. W. Steel L. W. Steel	Set Each	120.00 15.00		
Auxiliaries	3762-49			Sand Club		L. W. Steel	Each	15.00		
DOUBLE EAGLE	Woods		2761-14 2761-13 2761-0†	4 3 Open	1,3,4,5 1,3,4 1,3,4,5	Medium Medium Medium	Aluminum Aluminum Aluminum	Set Set Each	90.00 67.50 22.50	
		Irons	3761-18 3761-0†	8 Open	2 thru 9 2 thru 9	Medium Medium	Aluminum Aluminum	Set Each	120.00 15.00	
			Auxiliaries	3761-96 3761-66 3761-49		Wedge Putter Sand Club		Aluminum Aluminum Aluminum	Each Each Each	15.00 15.00 15.00
	PAUL RUNYAN	Woods		2772-0†	Open	1,2,3,4	Medium	Steel	Each	11.00
		Irons		3772-0†	Open	2 thru 9	Medium	Steel	Each	8.00
		Auxiliary	3772-54		Putter		Steel	Each	8.00	
Combo Set		15-132	8	2W, 5I & Bag		Steel	Set	72.50		
Ladies' Golf Clubs										
LADIES' EXECUTIVE	Woods	2714-14	4	1,3,4,5	Medium	Aluminum	Set	125.00		
	Irons	3714-18	8	3 thru 9 & W	Medium	Aluminum	Set	185.00		
	Auxiliaries	3714-77 3714-75		Pitch. Wedge Sand Club		Aluminum Aluminum	Each Each	23.25 23.25		
SANDRA HAYNIE		Woods	2766-13 2766-12 2766-0†	3 2 Open	1,3,4 1,3 1,3,4,5	Medium Medium Medium	Aluminum Aluminum Aluminum	Set Set Each	67.50 45.00 22.50	
	Irons		3766-18 3766-15 3766-0†	8 5 Open	3 thru 9 & W 3,5,7,9, & P 3 thru 9	Medium Medium Medium	Aluminum Aluminum Aluminum	Set Set Each	120.00 75.00 15.00	
			Auxiliaries	3766-96 3766-66 3766-49		Pitch. Wedge Putter Sand Club		Aluminum Aluminum Aluminum	Each Each Each	15.00 15.00 15.00
	BETH STONE	Woods		2777-0†	Open	1,3,4	Medium	Steel	Each	11.00
		Irons		3777-0†	Open	2 thru 9	Medium	Steel	Each	8.00
		Auxiliary	3777-54		Putter		Steel	Each	8.00	
Combo Set		15-137	8	2W, 5I & Bag		Steel	Set	72.50		

†Add No. of Wood or Iron after the zero when ordering: 2772-01 = Driver, 2772-03 = 3 Wood, etc.

*Elite, Executive and Top-Flite clubs are also available with Leather grips through our custom-built department.



What a computer did that even 95 years of Spalding experience couldn't

The Problem

Just as the perfect martini would have the ideal mix and match of gin and vermouth that turns *you* on, the perfect golf club would have an ideal matching of all *its* components—grip to shaft to head. And the perfect set would be totally synchronized, each club to the other . . . in theory.

Spalding has strived for this kind of perfection for over 95 years, and we feel we've come closer than anyone else. But unfortunately, *in theory* is where *perfectly* synchronized clubs, singly and in sets, remained *till now*.

The first step was our introduction of lightweight shafts—Aluminum, then Stainless Steel, now lightweight steel—the most significant innovation since we obsoleted hickory with steel two generations ago. The resultant reduction in shaft weights let us reengineer some of that weight into club head hitting power—better overall club balance—more distance for the same swing (our MV^2 theory).

The problem is that the resultant proliferation of different lightweight shaft materials and related claims have confused golfers. Have left them hung up on shaft *materials*. Forgetting that total club playability is the real payoff.

The Solution

Spalding Statistical Control

—Assuring More Perfectly Matched Components, More Perfectly Synchronized Club Sets

95 Years of Experience Sets the Specifications: Trained Spalding craftsmen decide: (1) on the aesthetics of head design, with internal weight positioned low—its brawn directly behind the ball; (2) overall club weight; (3) shaft material and step locations; (4) desired flex types and swing weights; (5) in short, the overall playing characteristics of the finished club. Statistical controls are applied at every possible point to eliminate human error.

Computer Technology Perfectly Matches Components—All the human-developed specifications are fed into the computer. Instantaneously, it (1) checks all the requirements; (2) reviews the physical characteristics of the recommended shaft material; (3) gives precise inside and outside diameter specifications for the shaft construction (and even sometimes makes adjustments in the recommended shaft step locations)—to perfectly match the components, to perfectly meet the Spalding criteria for ideal playing characteristics.

The Result

Totally synchronized sets, the finest playing *super* registered clubs we've ever manufactured—with perfect balance, controlled energy release, extra kick at the moment of impact. Considering the fact that we introduced golf to America in 1894, that's quite a claim.





ELite

The undisputed aristocrat of the Spalding line, for the golfer who appreciates and insists on the finest equipment money can buy. With major improvements in materials and styling for 1971.

Featuring Lightweight Steel Alloy Shafts — Computer-designed from this amazing new Spalding lightweight material. Gives the familiar playing characteristics of conventional steel, but with dynamic power redeployment into club head and improved club over-all balance.

Exclusive staff step pattern gives an extra kick at the point of head-to-ball impact.

Slip-free Grips — Exclusive Rubber Form Grips engineered to guarantee full swing control — even when hands are wet.

WOODS

Laminated Top Grade Maple Heads — Beautifully hand-crafted, and super-gloss finished with space-age-tough Polyurethane, for season after season of stunning good looks.

Nylon Face Inserts — Wide taper confidence inspiring insert of high power Nylon gives the click and control demanded by today's discriminating golfers.

Maximum Face Projection really inspires player confidence, sets ball airborne faster. Once you set the fairway woods in the grass, you're *sold*.

Streamlined Power Silhouette — New thinner neck enhances the low, lean lethal look of this magnificently coordinated set.

IRONS

Specially Tempered Stainless Steel Heads superbly hand polished, then multi-plated with nickel and chrome.

All-New Head Designs — Thinner, more streamlined top line and generally squarer silhouettes, but with lengthened face scorings for maximum hitting areas. Not only more distinctive looking, but with important weight shifts, concentrated low at face percussion points. Result: maximum hitting control and power.

Stampings throughout have been de-emphasized and re-designed to further enhance this model's clean, uncluttered appearance.

NOTE: This line is also available with Spalding's exclusive Stainless Steel Shafts through our Custom Built Division.

		Cushion Rubber Grips*	Set of	Composition	Flexes and Swing Weights	Shaft	Unit	List Price \$
ELITE	Woods	2702-14	4	1,3,4,5	M(D1-D3), S(D3-D4)	L. W. Steel	Set	135.00
		2702-13	3	1,3,4	M(D1-D3), S(D3-D4)	L. W. Steel	Set	102.00
	Irons	3702-18	8	2 thru 9	M(D1-D3), S(D3-D4)	L. W. Steel	Set	200.00
	Auxiliaries	3702-83		Pitch. Wedge		L. W. Steel	Each	25.00
		3702-81		Sand Club		L. W. Steel	Each	25.00

*Elite, Executive and Top-Flite clubs are also available with Leather grips through our custom-built department.





● Executive —

Another Spalding First . . . back by popular demand. The aluminum shaft classics that spearheaded the light-weight shaft revolution. Now totally course proven and better than ever for '71.

Featuring Aluminum Shafts — The high torque resistance and unique dampening characteristics of this space-age material continue to attract golfers more interested in low scores than in the "feel" of conventional materials. This shaft (as with other lightweight materials in the 1971 Spalding line) allows us to focus weight into hitting surfaces, better overall club balance . . . giving more distance with the same swing.

Rubber Grips — Offered with full command cushion-control rubber grips in the distinctive color combination shown at left.

WOODS

Top Grade Laminated Maple — The finest hardwoods, multi-coated with a super-tough, super-gloss polyurethane finish.

Titanite Face Inserts — Wide frame-view design maximizes golfer confidence in addressing the ball.

Patented Design Heads — In the stunning low profile that typifies the MV² weight distribution theory. (i.e.: center of gravity down low for maximum up and out hitting power.)

IRONS

Specially Tempered Steel Heads — Superbly hand polished, then chrome plated by Spalding's multi-stage Perma-Finish process — for extraordinary playability and durability.

Look Different, ARE Different — First irons to be *totally* engineered through the MV² weight distribution concept. With strategically positioned, *extra* weight in the head. Respective shafts are engineered slightly forward as the iron loft increases . . . to insure that the golfer's hands are always in direct line relationships with the ball.

See page 15 for description of matching auxiliaries.

		Cushion Rubber Grips*	Set of	Composition	Flexes and Swing Weights	Shaft	Unit	List Price \$
EXECUTIVE	Right Hand	Woods 2711-14	4	1,3,4,5	F(D1), M(D1-D3), S(D3-D4)	Aluminum	Set	125.00
		2711-13	3	1,3,4	F(D1), M(D1-D3), S(D3-D4)	Aluminum	Set	93.75
	Irons	3711-18	8	2 thru 9	F(D1), M(D1-D3), S(D3-D4)	Aluminum	Set	185.00
	Auxiliaries	3711-77		Pitch. Wedge		Aluminum	Each	23.25
		3711-75		Sand Club		Aluminum	Each	23.25
Left Hand	Woods	2719-14	4	1,3,4,5	M(D1-D3) or S(D3-D4)	Aluminum	Set	125.00
	Irons	3719-18	8	2 thru 9	M(D1-D3) or S(D3-D4)	Aluminum	Set	185.00
	Auxiliaries	3719-93		Pitch. Wedge		Aluminum	Each	23.25
		3719-94		Sand Club		Aluminum	Each	23.25

*Elite, Executive and Top-Flite clubs are also available with Leather grips through our custom-built department.





TOP-FLITE

The classic clubs for golfers who prefer fuller, more traditional shapes, but who also want all the dynamic improvements 1971 materials and engineering can deliver.

Featuring Lightweight Steel Alloy Shafts — Computer-designed, with exclusive controlled energy release shaft steps — for extra kick at the moment of impact. Amazing new Spalding lightweight material gives the familiar playing characteristics of conventional steel, but with dynamic power redeployment into the club head and overall club balance and design.

Slip-Free Grips — For 1971 Spalding introduces an exciting new Cushion-Control Rubber Form Grip engineered to guarantee slip-free swing control — even when hands are wet.

WOODS

Heads in Finest Laminated Maple — Hand sculptured and multi-coated with a super-tough, super-gloss polyurethane finish.

Titanite Face Inserts — Confidence-building wide taper insert gives the click and control discriminating golfers expect.

Classic Head Designs with sculptured convex contours but with significant shaft-to-head internal weight distribution that focus its brawn behind the ball. More thinly sculptured necks eliminate bulky appearance at address and enhance the overall classic lines and powerful beauty of this new 1971 model.

IRONS

Specially Tempered Steel Heads — Superbly hand polished, then chrome-plated by Spalding's multi-stage Perma-Finish process.

Sculptured Dynamite — From hosel-to-toe, every gram of metal is statistically positioned exactly where it will deliver proper loft and distance . . . while the outer design retains the classic, sculptured look associated with this model. As with their companion woods, the 1971 irons have built-in playability through precision weight distribution.

See page 15 for descriptions of matching auxiliaries.

NOTE: This line is also available with Spalding's exclusive Stainless Steel Shafts through our Custom Built Division.

		Cushion Rubber Grips*	Set of	Composition	Flexes and Swing Weights	Shaft	Unit	List Price \$
TOP-FLITE	Woods	2744-14	4	1,3,4,5	M(D1-D3) or S(D3-D4)	L. W. Steel	Set	125.00
		2744-13	3	1,3,4	M(D1-D3) or S(D3-D4)	L. W. Steel	Set	93.75
	Irons	3744-18	8	2 thru 9	M(D1-D3) or S(D3-D4)	L. W. Steel	Set	185.00
	Auxiliaries	3744-45		Sand Club		L. W. Steel	Each	23.25
		3744-98		Wedge		L. W. Steel	Each	23.25

*Elite, Executive and Top-Flite clubs are also available with Leather grips through our custom-built department.





INTRODUCING...

MV2

An exciting new concept in club building that establishes new standards of design and quality for next-to-registered clubs. Built in the tradition of the famous Detroit "Pony" cars, MV2 looks and plays similar to top grade registered clubs. MV2 is designed for the golfer who wants to enjoy some of the playing features of top grade sets, but can't afford the price tag.

Pre-Matched Components—Each and every MV2 club is engineered through a new total weight concept so each club swings and feels like every other club in the set, insuring proper head feel relative to shaft flex.

Thru-The-Set Matched Feel—Components are matched with weight increments always getting heavier from the two to the nine.

Lightweight Steel Alloy Shafts—Outstanding new lightweight steel shafts designed and built exclusively for Spalding. Plays and feels much like conventional steel, but redeploys the power down and through the swing.

Slip-Free Grips—Exciting new Cushion-Control Rubber Form Grip engineered to guarantee slip-free swing control—even when hands are wet.

WOODS

Super Select Persimmon Wood Heads—Hand sculptured and multi-coated with super-tough, super-gloss polyurethane finish.

Titanite Face Inserts—Confidence-building wide taper insert gives the click and control discriminating golfers expect.

Bold Power Profile Woods—Extra deep face driver with power profile fairway woods designed to focus the power down and through the swing.

IRONS

Specially Tempered Steel Heads—Superbly hand polished, then chrome-plated by Spalding's multi-stage Perma-Finish process.

Aerodynamic Streamlining—Plus precision matching of heads—and shafts add up to a great new playability story. MV2 an exciting new leader from Spalding.

		Cushion Rubber Grips*	Set of	Composition	Flexes and Swing Weights	Shaft	Unit	List Price \$
MV2	Woods	2762-14	4	1,3,4,5	Medium	L. W. Steel	Set	90.00
		2762-13	3	1,3,4	Medium	L. W. Steel	Set	67.50
	Irons	3762-18	8	3-9 & Wedge	Medium	L. W. Steel	Set	120.00
		3762-02		2 Iron	Medium	L. W. Steel	Each	15.00
	Auxiliaries	3762-49		Sand Club		L. W. Steel	Each	15.00



DOUBLE EAGLE

Aluminum Shafts*

Popular Spalding standard, with professional features normally found only at much higher prices.

Featuring Pro-Crafted Aluminum Shafts — Statistically engineered with more club-head weight and hitting power.

Deluxe Spalding Style "Fine Line" Form Rubber Grips

WOODS

Magnificent Persimmon heads in gleaming Ebony finish. With wide taper Titanite face inserts in "Frame View" design. Classic, professional power profile with confidence inspiring hitting surfaces. Ravelproof, Dura-Sealed ferrules. Super Sole Plate for maximum head protection.

IRONS

Contoured and power packed with some of the weight saved from the Alumishafts. Combined with improved overall club balance for Pro-crafted power and control. Beautifully sculptured blades scored to USGA specifications and perma-plated in gleaming chrome.

PAUL RUNYAN

Tru-Step Tempered Steel Shafts

Patterned after Spalding's top grade professional models . . . excellent value for the aspiring low handicapper.

Featuring Sensitive Flex-Action Feel
Popular Cushion-Rite Rubber Grips

WOODS

Amazing Terpolymer synthetic that plays like wood, but resists scarring and moisture absorption as no wood can. Classic professional profile with full taper Titanite face inserts. Dura-Sealed Ferrules and super sole plate maximizes heel-to-toe protection.

IRONS

Professionally contoured and weighted to aid consistency and control for the beginner. Deep face blades are sandblasted and straight-line scored to USGA specifications. Gleaming two-stage chrome plating gives beauty and durability.

EIGHT-PIECE SET

Includes number 1 and 3 woods; 3, 5, 7 and 9 irons, putter; and the spacious Keystone, panel style bag (No. 1345) in texture-grained vinyl. (Shown at right.)



15-132

		Cushion Rubber Grips*	Set of	Composition	Flexes and Swing Weights	Shaft	Unit	List Price \$
Men's Golf Clubs								
DOUBLE EAGLE	Woods	2761-14	4	1,3,4,5	Medium	Aluminum	Set	90.00
		2761-13	3	1,3,4	Medium	Aluminum	Set	67.50
		2761-0†	Open	1,3,4,5	Medium	Aluminum	Each	22.50
	Irons	3761-18	8	2 thru 9	Medium	Aluminum	Set	120.00
		3761-0†	Open	2 thru 9	Medium	Aluminum	Each	15.00
	Auxiliaries	3761-96 3761-66 3761-49		Wedge Putter Sand Club		Aluminum Aluminum Aluminum	Each Each Each	15.00 15.00 15.00
PAUL RUNYAN	Woods	2772-0†	Open	1,2,3,4	Medium	Steel	Each	11.00
	Irons	3772-0†	Open	2 thru 9	Medium	Steel	Each	8.00
	Auxiliary	3772-54		Putter		Steel	Each	8.00
	Combo Set	15-132	8	2W, 5I & Bag		Steel	Set	72.50

†Add No. of Wood or Iron after the zero when ordering: 2772-01 = Driver, 2772-03 = 3 Wood, etc.



Spalding 1971
Pro Golf Catalog



● Executive —

LEFT HAND (illustrated at left)

Spalding's exclusive MV² aluminum shaft clubs totally engineered for the left handed golfer.

See Page 11 for complete description of this superbly matched set. Both woods and irons offer the same playing features and stunning good looks as the regular Executive set. It's the most powerful and playable clubs we've ever designed for the often neglected left hander.

Cushion-Control Form Rubber Grips Only

See summary listing below.

TOP GRADE AUXILIARIES

Nearly one hundred years of Spalding experience and research are represented in this 1971 line of player problem solvers. All are precisely contoured from gleaming chrome-plated steel and weighted for pinpoint approaches from sand, rough or fairways. Shaft materials are identical to those found in the matching set.

		Cushion Rubber Grips*	Set of	Composition	Flexes and Swing Weights	Shaft	Unit	List Price \$
ELITE	Woods	2702-14 2702-13	4 3	1,3,4,5 1,3,4	M(D1-D3), S(D3-D4) M(D1-D3), S(D3-D4)	L. W. Steel L. W. Steel	Set Set	135.00 102.00
	Irons	3702-18	8	2 thru 9	M(D1-D3), S(D3-D4)	L. W. Steel	Set	200.00
	Auxiliaries	3702-83 3702-81		Pitch. Wedge Sand Club		L. W. Steel L. W. Steel	Each Each	25.00 25.00
EXECUTIVE	Woods	2711-14 2711-13	4 3	1,3,4,5 1,3,4	F(D1), M(D1-D3), S(D3-D4) F(D1), M(D1-D3), S(D3-D4)	Aluminum Aluminum	Set Set	125.00 93.75
	Irons	3711-18	8	2 thru 9	F(D1), M(D1-D3), S(D3-D4)	Aluminum	Set	185.00
	Auxiliaries	3711-77 3711-75		Pitch. Wedge Sand Club		Aluminum Aluminum	Each Each	23.25 23.25
	Left Hand	Woods	4	1,3,4,5	M(D1-D3) or S(D3-D4)	Aluminum	Set	125.00
Left Hand	Irons	3719-18	8	2 thru 9	M(D1-D3) or S(D3-D4)	Aluminum	Set	185.00
	Auxiliaries	3719-93 3719-94		Pitch. Wedge Sand Club		Aluminum Aluminum	Each Each	23.25 23.25
TOP-FLITE	Woods	2744-14 2744-13	4 3	1,3,4,5 1,3,4	M(D1-D3) or S(D3-D4) M(D1-D3) or S(D3-D4)	L. W. Steel L. W. Steel	Set Set	125.00 93.75
	Irons	3744-18	8	2 thru 9	M(D1-D3) or S(D3-D4)	L. W. Steel	Set	185.00
	Auxiliaries	3744-45 3744-98		Sand Club Wedge		L. W. Steel L. W. Steel	Each Each	23.25 23.25

*Elite, Executive and Top-Flite clubs are also available with Leather grips through our custom-built department.





PERSONAL LEFT HAND

Alumishafts

LOW HANDICAP SERIES

Aluminum powered weight distribution at remarkably low prices. See summary chart below.

IRONS

Power weighted heads, plated in gleaming Perma-finish chrome. Faces are sandblasted and scored to USGA specifications, and contour balanced for pinpoint accuracy in play.

WOODS

Magnificent Power-Ply laminated hardwood heads, hand crafted in gleaming maple finish. Wide taper Titanite face inserts give bold, super hard hitting surfaces. Dura-Sealed ferrules for longest life.

TOURNAMENT LEFT HAND

Steel Shafts

QUALIFIER SERIES

Unusual starter combo set value for the aspiring left hander. With quality features such as Step-Rite tempered steel shafts and sure handling Cushion-Rite rubber grips, usually found only in higher priced sets.

WOODS

Resin-Seal solid Persimmon hand finished in gleaming dark walnut. High-power Titanite face inserts give big, bold hitting surfaces.

IRONS

Contoured and weighted for power and accuracy. Blade faces scored to USGA specifications. Perma-Finish chrome plating.

Bag — See right. Set comes complete with Keystone, panel style golf bag in handsome red vinyl-coated fabric.

Available as Eight-Piece Combo Set only — See listing below.

No. 104s Bag — part of Tournament Combo Set.



15-105

		LEATHER GRIPS	RUBBER GRIPS	SET OF	COMPOSITION	SHAFT MATERIAL	UNIT	LIST PRICE
PERSONAL MODEL LEFT HAND	Woods		2138-13	3	1-3-4	Aluminum	Set	66.00
			2138-12	2	1-3	Aluminum	Set	44.00
	Irons		3138-18	8	2-9	Aluminum	Set	120.00
			3138-15	5	3-5-7-9 & P	Aluminum	Set	75.00
			3138-92		Wedge	Aluminum	Each	15.00
			3138-94		Sand Club	Aluminum	Each	15.00
		3138-54		Putter	Aluminum	Each	15.00	
PALMER TOURNAMENT LEFT HAND	Combo Set		15-105	8	2W-5I & Bag	Steel	Set	72.50





LADIES

● Executive —

Stunning good looks and power for the lady golfer — specially weighted for effortless lifting action.

Featuring Aluminum Shafts — The high torque resistance and unique dampening characteristics of this space-age material make these clubs uniquely playable and easy to control. Some of the weight saved in the shaft is statistically redeployed into hitting surfaces — giving more distance with the same swing — better overall club balance.

Cushion-Control Form Rubber Grips — Beautifully styled to give slip-free control — even when hands are wet.

WOODS

Finest Hydro-Sealed Persimmon Heads — Beautifully hand-crafted in Brown Arn finish and super-gloss coated with Polyurethane, for season after season of stunning good looks.

High Power Titanite Face Inserts — Wide, frame-view design gives easy optical reference, more player confidence in addressing the ball.

Patented Concave Design in the fairway woods, coordinated with the elegant low profile driver — all specially weighted for effortless lifting action.

IRONS

Specially Tempered Steel Blades superbly hand polished, then multi-stage plated in gleaming chrome for enduring beauty.

Up-and-Out Lifting Power — Wide square-style design featuring special MV² weight distribution low in the blades. Payoff is extra distance, loft and control with the same swing.

Shafts Engineered Slightly Forward — As the iron loft increases, to assure that golfer's hands are always in direct line relationships with the ball.

		Cushion Rubber Grips*	Set of	Composition	Flexes and Swing Weights	Shaft	Unit	List Price \$
LADIES' EXECUTIVE	Woods	2714-14	4	1,3,4,5	Medium	Aluminum	Set	125.00
	Irons	3714-18	8	3 thru 9 & W	Medium	Aluminum	Set	185.00
	Auxiliaries	3714-77 3714-75		Pitch. Wedge Sand Club		Aluminum Aluminum	Each Each	23.25 23.25

*Elite, Executive and Top-Flite clubs are also available with Leather grips through our custom-built department.



SANDRA HAYNIE

Aluminum Shafts

Popular Spalding standard, with professional features normally found only at much higher prices.

Featuring Pro-Crafted Aluminum Shafts — Statistically engineered with more club-head weight and hitting power.

Deluxe Spalding Style "Fine Line" Form Rubber Grips

WOODS

Magnificent laminated heads in distinctive "Fumed Oak Finish". Classic, professional power profile with confidence inspiring hitting surfaces. Ravelproof, Dura-Sealed ferrules. Super Sole Plate for maximum head protection.

IRONS

Contoured and power packed with some of the weight saved from the Alumishafts. Combined with improved overall club balance for Pro-crafted power and control. Beautifully sculptured blades scored to USGA specifications and perma-plated in gleaming chrome.

BETH STONE MONOGRAM

Tru-Step Tempered Steel Shafts

Patterned after Spalding's top grade professional models . . . excellent value for any aspiring lady golfer.

Featuring Sensitive Flex-Action Feel

Popular Cushion-Rite Rubber Grips

WOODS

Amazing Terpolymer synthetic that plays like wood, but resists scarring and moisture absorption as no wood can. Classic professional profile with full taper Titanite face inserts. Dura-Sealed ferrules and super sole plate maximizes heel-to-toe protection.

IRONS

Professionally contoured and weighted to aid consistency and control for the beginner. Deep face blades sandblasted and straight-line scored to USGA specifications. Gleaming two-stage chrome plating gives beauty and durability.

EIGHT-PIECE SET

Includes number 1 and 3 woods; 3, 5, 7 and 9 irons, putter; and the spacious Keystone, panel style bag (No. 1385) in texture-grained vinyl (shown at right).



15-137

		Cushion Rubber Grips*	Set of	Composition	Flexes and Swing Weights	Shaft	Unit	List Price \$
SANDRA HAYNIE	Woods	2766-13	3	1,3,4	Medium	Aluminum	Set	67.50
		2766-12	2	1,3	Medium	Aluminum	Set	45.00
		2766-0†	Open	1,3,4,5	Medium	Aluminum	Each	22.50
	Irons	3766-18	8	3 thru 9 & W	Medium	Aluminum	Set	120.00
		3766-15	5	3,5,7,9, & P	Medium	Aluminum	Set	75.00
		3766-0†	Open	3 thru 9	Medium	Aluminum	Each	15.00
BETH STONE	Auxiliaries	3766-96		Pitch. Wedge		Aluminum	Each	15.00
		3766-66		Putter		Aluminum	Each	15.00
		3766-49		Sand Club		Aluminum	Each	15.00
	Woods	2777-0†	Open	1,3,4	Medium	Steel	Each	11.00
	Irons	3777-0†	Open	2 thru 9	Medium	Steel	Each	8.00
	Auxiliary	3777-54		Putter		Steel	Each	8.00
	Combo Set	15-137	8	2W, 5I & Bag		Steel	Set	72.50



MARILYNN SMITH

Alumipowered

TOP-LINE REGISTERED

Featuring Pro-Crafted Aluminum Shafts — Statistically engineered with improved overall club balance more head weight and hitting power.

Genuine Calf Skin Leather Grips — Superb grip control and elegant good looks.

WOODS

Beautifully hand crafted from the finest laminated hardwoods and super-glossed with polyurethane. Classic, sculptured designs with wide, frameview Titanite face inserts. Exclusive Centre-Powered design moves the shaft forward towards the wood face center, adds even more golfer confidence at ball address.

IRONS

Contoured and power packed with some of the weight saved from the Alumishaft. Combined with improved overall club balance for power and control. Beautifully sculptured blades scored to USGA specifications and perma-plated in gleaming chrome.

MARILYNN SMITH AUTOGRAPH

Steel Shafts

LOW HANDICAP SERIES

Featuring Multi-Step Steel Shafts for ladies who prefer the "feel" of conventional steel. Multi-step design gives maximum kick at ball impact.

Cushion-Form Rubber Grips — Slip-free grip control in smart chevron design.

WOODS

Resin-Seal Laminated hardwoods in gleaming Ebony and polyurethane-coated for maximum protection. High power Titanite face inserts. Dura-Sealed ferrule whippings. Super sole plate heel-to-toe wood protection.

IRONS

Carefully matched with low center of gravity for controlled loft and distance. Deep faced and finished to USGA specifications. Perma-finished in gleaming chrome.

		LEATHER GRIPS	RUBBER GRIPS	SET OF	COMPOSITION	SHAFT MATERIAL	UNIT	LIST PRICE
SMITH REGISTERED	Woods	2116-14		4	1-3-4-5	Aluminum	Set	125.00
		2116-13		3	1-3-4	Aluminum	Set	93.75
	Irons	3116-18		8	3-9 & P.W. Sand Club	Aluminum	Set	185.00
SMITH AUTOGRAPH		3116-75				Aluminum	Each	23.25
	Woods		2135-13	3	1-3-5	Steel	Set	49.50
			2135-12	2	1 & 3	Steel	Set	33.00
			3135-18	8	3-9 & P	Steel	Set	88.00
			3135-15	5	3-5-7-9 & P	Steel	Set	55.00
	Irons		3135-54		Putter	Steel	Each	11.00
			3135-96		Pitch. Wedge	Steel	Each	11.00



YOUTH CLUBS

QUALIFIER SERIES

Carefully scaled down clubs for the younger golfers — excellent preparation for top-grade professional equipment when they're ready for it.

Featuring Tempered Steel Shafts — Statistically designed for controlled power response.

Cushion-Rite Chevron Rubber Grips — Slip-free control even when hands are wet.

WOODS

Persimmonite "Wood" Heads — Amazing terpolymer synthetic that plays like wood, but resists scarring and moisture absorption as no wood can. Molded finish in gleaming Ebony and sharp red Titanite face insert.

IRONS

Finest professional style blade designs, expertly scaled and balanced for the younger golfer. Deep-face blades are sandblasted and scored to USGA specifications. Multi-stage chrome plated for long lasting beauty.

JR. TOURNAMENT

For Heights From 4'8" to 5'4"

More experienced young golfers will be able to handle adult clubs before they reach this height.

EIGHT-PIECE SET

Includes 1 and 3 woods; 3, 5, 7 and 9 irons and putter; and the good looking and durable vinyl golf bag shown at right.

FUTURE PRO

For Heights Under 4'8"

SIX-PIECE SET

Includes a driver; number 5, 7 and 9 irons; putter; and the sturdy lightweight, junior size bag shown at right. Made in natural duck with stick support.



15-125



15-129

		LEATHER GRIPS	RUBBER GRIPS	SET OF	COMPOSITION	SHAFT MATERIAL	UNIT	LIST PRICE
JR. TOURNAMENT	Woods		2171-0†		1 & 3	Steel	Each	9.50
	Irons		3171-0† 3171-53		3-9 Putter	Steel Steel	Each Each	6.60 6.60
	Combo Set		15-125	8	2W-5I & Bag	Steel	Set	66.00
FT. PRO	Woods		2176-0†		Driver	Steel	Each	9.50
	Irons		3176-0† 3176-53		Irons 5-7 & 9 Putter	Steel Steel	Each Each	6.60 6.60
	Combo Set		15-129	6	1W-4I & Bag	Steel	Set	45.00

†Add No. of wood or iron after the zero when ordering: 2171-01 = Driver, 2171-03 = 3 Wood, etc.



SPALDING TPM PUTTERS

Exclusive Touring Pro Models

Professionally contoured and balanced putters, all with two-way curvature, rocker soles. Slim neck design. Distinctive black-chrome, non-glare finish. Straight-tapered steel shafts. Circle indicator on top line, dotted cross at sweet spot of blade faces.

TPM Model I — Flange style, long blade design. Bottle shaped rubber grip.

3191-71 Right Hand (34½" Shaft) Each **\$15.00**

TPM Model II — Center-shafted, flange style, long blade design. Bottle shaped rubber grip.

3191-72 Right Hand (34½" Shaft) Each **\$15.00**

TPM Model III — Flanged, extra heavy blade model. Bottle shaped rubber grip.

3191-73 Right Hand (34½" Shaft) Each **\$15.00**

TPM Model IV — Compact heavy blade design. Bottle shaped rubber grip.

3191-74 Right Hand (34½" Shaft) Each **\$15.00**

TPM Model VI — Center-shafted Offset style, long blade design. Bottle shaped rubber grip.

3191-76 Right Hand (34½" Shaft) Each **\$15.00**

TPM Model VII — Center-shafted blade design. Can be used either right or left handed. Bottle shaped rubber grip.

3191-77 Right or left hand (34½" Shaft) .. Each **\$15.00**



MORE TPM MODELS

Two distinctive TPM models with simulated wood back weight inserts.

TPM Model VIII — End-shafted design. Mallet style with wood grained molded insert. Bottle shaped rubber grip.
3191-78 Right Hand (34½" Shaft) Each **\$15.00**

TPM Model IX — Center-shafted design. Mallet style with wood grained molded insert. Bottle shaped rubber grip.

3191-79 Right Hand (34½" Shaft) Each **\$15.00**

Runner-up Iron — For control where it counts! Lofted 29 degrees for perfect chip and roll control. Round leather form grip.

3191-88 Right Hand (35" Shaft) Each **\$15.00**

CASH-IN STYLE PUTTERS

Original Cash-In Putters — The classic Cash-In design, first choice of discriminating golfers since the 1930's, now available in several exciting variations. Perfect replica of the original Cash-In with chrome-plated steel head. Straight-tapered steel shaft with *Hickory* finish. Leather pistol grip.

3195-53 Right or Left (33" Shaft)

3195-56 Right or Left (35" Shaft) Each **\$15.00**

Classic Cash-In — Steel head Cash-In with conventional chrome-plated, straight-tapered shaft. Round leather grip.

3191-56 Right or Left (34½" Shaft) Each **\$15.00**

Brass Head Cash-In — Handsome satin finish, *brass head* model with "Informer" type rubber grip. Chrome-plated steel shaft.

3191-52 Right or Left (34½" Shaft) Each **\$15.00**



SPALDING PUTTERS

Superb new brass finish putters in a choice of head models.

Spalding #11 — Superb new mallet design in brushed brass finish. Circular weight cut out for outstanding feel. Steel shaft. Black rubber pistol grip.

3181-11 Each **\$12.00**

Spalding #44 — New hollow back "tunnel" design with mallet styling. Brushed brass finish. Steel shaft. Black rubber pistol grip.

3181-44 Each **\$12.00**

Spalding #66 — Fine new "rocker" sole end shaft design in brushed brass finish. Contour back weight. Steel shaft. Black rubber grip.

3181-66 Each **\$12.00**

Spalding #88 — Unique center shaft model in smooth brass finish. Steel shaft. Black rubber grip.

3181-88 Each **\$12.00**

SPALDING 1971 GOLF BAGS

Spalding Code	Top Size and Shape	Style	Body Color and Material	Trim Color and Material	Head Covers	Travel Hood	Umbrella Holder	POCKETS				Bottom	List Price
								Ball†	Clothing	Utility	Vanity		
MENS' GOLF BAGS	14-1082	10" Round	"S" Bag	Red Vinyl	White Vinyl	X	X	X	5z	X	X	10" Vinyl	110.00
	14-1084	10" Round	"S" Bag	Green Vinyl	Green Leather	X	X	X	3z	X	X	10" Vinyl	110.00
	14-1181	10" Round	"Aero"	Black Vinyl	Black Vinyl	X	X	X	3z	X	X	10" Vinyl	87.00
	14-1188	10" Round	"Aero"	White Vinyl	White Vinyl	X	X	X	3z	X	X	10" Vinyl	87.00
	14-1224	10" Keystone	"Verona"	Green Vinyl	Green Vinyl	X	X	X	2z	X	X	9" Cyclac	67.00
	14-1225	10" Keystone	"Verona"	Tan Vinyl	Tan Vinyl	X	X	X	2z	X	X	9" Cyclac	67.00
	14-1228	10" Keystone	"Verona"	White Vinyl	Blue Vinyl	X	X	X	2z	X	X	9" Cyclac	67.00
	14-1229	10" Keystone	"Verona"	White Vinyl	Red Vinyl	X	X	X	2z	X	X	9" Cyclac	67.00
	14-1284	10" Round	"Verona"	Green Vinyl	Green Vinyl	X	X	X	2z	X	X	9" Cyclac	67.00
	14-1285	10" Round	"Verona"	Tan Vinyl	Tan Vinyl	X	X	X	2z	X	X	9" Cyclac	67.00
	14-1288	10" Round	"Verona"	White Vinyl	Blue Vinyl	X	X	X	2z	X	X	9" Cyclac	67.00
	14-1289	10" Round	"Verona"	White Vinyl	Red Vinyl	X	X	X	2z	X	X	9" Cyclac	67.00
	14-1352	9" Round	"Uni-Body"	Red Vinyl	White Vinyl		X	X	2z	X	X	9" Cyclac	35.00
	14-1354	9" Round	"Uni-Body"	Green Vinyl	White Vinyl		X	X	2z	X	X	9" Cyclac	35.00
	14-1355	9" Round	"Uni-Body"	Brown Vinyl	Black Vinyl		X	X	2z	X	X	9" Cyclac	35.00
	14-1389	14 Club	14 Club	Assorted Colors Dura-Lite	Assorted Colors Dura-Lite		X	X	1z	X	X	9" Cyclac	30.00
	14-1459	8" Keystone	Modified "Aero"	Assorted Colors Vinyl	Assorted Colors Vinyl		X	X	1z	X	X	8" Cyclac	27.00
	14-1559	8" Round	"Uni-Body"	Assorted Colors Vinyl	Assorted Colors Vinyl		X	X	1z	X	X	8" Cyclac	20.00
	14-1659M	8" Keystone	"Uni-Body"	Assorted Colors Vinyl	Assorted Colors Vinyl		X	X	1z	X	X	8" Cyclac	16.00
	14-1749M	8" Oval	"Slim"	Assorted Colors Vinyl	Assorted Colors Vinyl				1z	X	X	8" Cyclac	11.00
LADIES' GOLF BAGS	14-1314	9" Keystone	"Pro-ette"	Lime Vinyl	White Vinyl	X	X	X	2z	X	X	9" Cyclac	62.00
	14-1315	9" Keystone	"Pro-ette"	Blue Naugahyde*	Blue Vinyl	X	X	X	2z	X	X	9" Cyclac	62.00
	14-1316	9" Keystone	"Pro-ette"	Blue Vinyl	White Vinyl	X	X	X	2z	X	X	9" Cyclac	62.00
	14-1319	9" Keystone	"Pro-ette"	Gold Vinyl	Gold Vinyl	X	X	X	2z	X	X	9" Cyclac	62.00
	14-1414	8" Keystone	"Saddle"	Lime Vinyl	White Vinyl		X	X	1z	X	X	8" Cyclac	30.00
	14-1415	8" Keystone	"Saddle"	Blue Naugahyde*	Blue Vinyl		X	X	1z	X	X	8" Cyclac	30.00
	14-1416	8" Keystone	"Saddle"	Blue Vinyl	White Vinyl		X	X	1z	X	X	8" Cyclac	30.00
	14-1419	8" Keystone	"Saddle"	Gold Vinyl	Gold Vinyl		X	X	1z	X	X	8" Cyclac	30.00
	14-1659L	8" Keystone	"Saddle"	Assorted Colors Vinyl	Assorted Colors Vinyl		X	X	1z	X	X	8" Cyclac	16.00
	14-1749L	8" Oval	"Slim"	Assorted Colors Vinyl	Assorted Colors Vinyl				1z	X	X	8" Cyclac	11.00
	14-1899	8" Oval	Jr. Tournament	Assorted Colors Vinyl	Assorted Colors Vinyl				1z	X		8" Cyclac	8.75
	14-1778	8" Keystone	Round	White Duck	Tan Vinyl				1z			8" Cyclac	11.00
SUN. BAGS	14-1928	6" Round	Round	White Duck	White Duck				1z			6" Duck	5.00
	14-1968	5" Round	Round	White Duck	White Duck				1z			5" Duck	5.00
	14-1471	8" Round	"Uni-Body"	Black Vinyl	Black Vinyl		X	X	2z	X	X	8" Cyclac	30.00
	14-1476	8" Round	"Uni-Body"	White Vinyl	Blue Vinyl		X	X	2z	X	X	8" Cyclac	30.00
	14-1478	8" Round	"Uni-Body"	White Vinyl	White Vinyl		X	X	2z	X	X	8" Cyclac	30.00
	14-1678	8" Round	"Uni-Body"	White Duck	Tan Vinyl			X	1z			8" Cyclac	18.00

*Registered trademark of the Uniroyal Company.

†Indicates 5 zipper, 2 zipper, etc.

LUXURY IMPERIALITE

Contemporary elegance,
spacious and functional



Matching Head Covers Included

Spalding Code	Top Size and Shape	Style	Body Color and Material	Trim Color and Material	Head Covers	Travel Hood	Umbrella Holder	POCKETS				Bottom	List Price
								Ball	Clothing	Utility	Vanity		
14-1082	10" Round	"S" Bag	Red Vinyl	White Vinyl	X	X	X	5z	X	X		10" Vinyl	110.00
14-1084	10" Round	"S" Bag	Green Vinyl	Green Leather	X	X	X	3z	X	X		10" Vinyl	110.00

For a complete listing of bag accessories refer to pages 45-48.

LUXURY IMPERIALITE

Contemporary elegance,
spacious and functional



Matching Head Covers Included

Spalding Code	Top Size and Shape	Style	Body Color and Material	Trim Color and Material	Head Covers	Travel Hood	Umbrella Holder	POCKETS				Bottom	List Price
								Ball+	Clothing	Utility	Vanity		
14-1181	10" Round	"Aero"	Black Vinyl	Black Vinyl	X	X	X	3z	X	X		10" Vinyl	87.00
14-1188	10" Round	"Aero"	White Vinyl	White Vinyl	X	X	X	3z	X	X		10" Vinyl	87.00

For a complete listing of bag accessories refer to pages 45-48.

LUXURY IMPERIALITE

Superb new Keystone top models
in a choice of colors.



14-1224



14-1229



14-1225



14-1228

Matching Head Covers Included

Spalding Code	Top Size and Shape	Style	Body Color and Material	Trim Color and Material	Head Covers			POCKETS				Bottom	List Price
					Head Covers	Travel Hood	Umbrella Holder	Ball+	Clothing	Utility	Vanity		
14-1224	10" Keystone	"Verona"	Green Vinyl	Green Vinyl	X	X	X	2z	X	X		9" Cyclac	67.00
14-1225	10" Keystone	"Verona"	Tan Vinyl	Tan Vinyl	X	X	X	2z	X	X		9" Cyclac	67.00
14-1228	10" Keystone	"Verona"	White Vinyl	Blue Vinyl	X	X	X	2z	X	X		9" Cyclac	67.00
14-1229	10" Keystone	"Verona"	White Vinyl	Red Vinyl	X	X	X	2z	X	X		9" Cyclac	67.00

LUXURY IMPERIALITE

Distinguished round top models
in a choice of colors

14-1289



14-1288



14-1285



14-1284



Matching Head Covers Included

Spalding Code	Top Size and Shape	Style	Body Color and Material	Trim Color and Material	Head Covers	Travel Hood	Umbrella Holder	POCKETS				Bottom	List Price
								Ball	Clothing	Utility	Vanity		
14-1284	10" Round	"Verona"	Green Vinyl	Green Vinyl	X	X	X	2z	X	X		9" Cyclac	67.00
14-1285	10" Round	"Verona"	Tan Vinyl	Tan Vinyl	X	X	X	2z	X	X		9" Cyclac	67.00
14-1288	10" Round	"Verona"	White Vinyl	Blue Vinyl	X	X	X	2z	X	X		9" Cyclac	67.00
14-1289	10" Round	"Verona"	White Vinyl	Red Vinyl	X	X	X	2z	X	X		9" Cyclac	67.00

DELUXE IMPERIALITE

Styled for all-around
playing convenience



14-1352



14-1354



14-1389



14-1355

Spalding Code	Top Size and Shape	Style	Body Color and Material	Trim Color and Material	Head Covers	Travel Hood	Umbrella Holder	POCKETS				Bottom	List Price
								Ball*	Clothing	Utility	Vanity		
14-1352	9" Round	"Uni-Body"	Red Vinyl	White Vinyl		X	X	2z	X	X		9" Cicolac	35.00
14-1354	9" Round	"Uni-Body"	Green Vinyl	White Vinyl		X	X	2z	X	X		9" Cicolac	35.00
14-1355	9" Round	"Uni-Body"	Brown Vinyl	Black Vinyl		X	X	2z	X	X		9" Cicolac	35.00
14-1389	14 Club	14 Club	Assorted Colors Dura-Lite	Assorted Colors Dura-Lite		X	X	1z	X	X		9" Cicolac	30.00

DELUXE DURA-LITE

Attractive, durable,
lightweight, spacious



14-1459



14-1559



14-1749M



16-5246



14-1659M

Spalding Code	Top Size and Shape	Style	Body Color and Material	Trim Color and Material	Head Covers	Travel Hood	Umbrella Holder	POCKETS				Bottom	List Price
								Ball	Clothing	Utility	Vanity		
14-1459	8" Keystone	Modified "Aero"	Assorted Colors Vinyl	Assorted Colors Vinyl		X	X	1z	X	X		8" Cicolac	27.00
14-1559	8" Round	"Uni-Body"	Assorted Colors Vinyl	Assorted Colors Vinyl		X	X	1z	X	X		8" Cicolac	20.00
14-1659M	8" Keystone	"Uni-Body"	Assorted Colors Vinyl	Assorted Colors Vinyl		X	X	1z	X	X		8" Cicolac	16.00
14-1749M	8" Oval	"Slim"	Assorted Colors Vinyl	Assorted Colors Vinyl				1z	X	X		8" Cicolac	11.00

Golf Bag Travel Cover — 16-5246 Each \$16.00 Each \$9.60

LADIES' SELECT IMPERIALITE

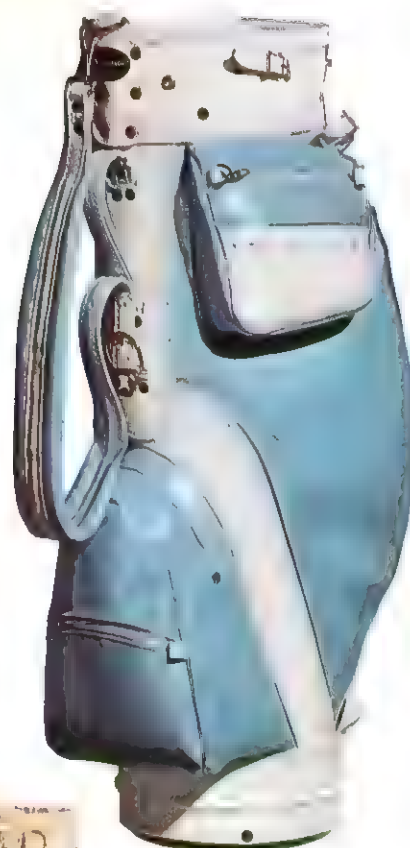
Smartly styled and crafted for
the lady golfer



14-1314



14-1315



14-1316



14-1319

Matching Head Covers Included

Spalding Code	Top Size and Shape	Style	Body Color and Material	Trim Color and Material	Head Covers	Travel Hood	Umbrella Holder	POCKETS				Bottom	List Price
								Ball	Clothing	Utility	Vanity		
14-1314	9" Keystone	"Pro-ette"	Lime Vinyl	White Vinyl	X	X	X	2z	X	X	X	9" Cycolac	62.00
14-1315	9" Keystone	"Pro-ette"	Blue Naugahyde	Blue Vinyl	X	X	X	2z	X	X	X	9" Cycolac	62.00
14-1316	9" Keystone	"Pro-ette"	Blue Vinyl	White Vinyl	X	X	X	2z	X	X	X	9" Cycolac	62.00
14-1319	9" Keystone	"Pro-ette"	Gold Vinyl	Gold Vinyl	X	X	X	2z	X	X	X	9" Cycolac	62.00

LADIES' IMPERIALITE

Exclusive Spalding Imperialite
in exciting new colors



14-1416



14-1414



14-1419

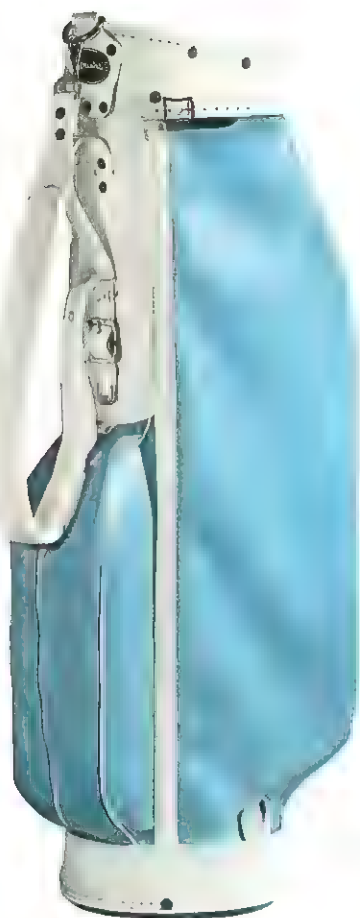


14-1415

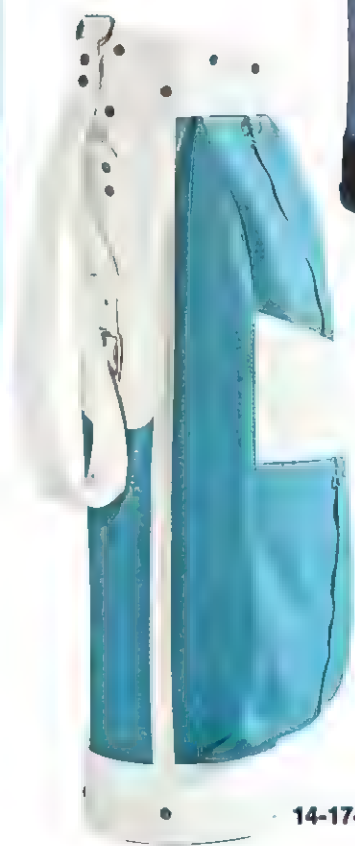
Spalding Code	Top Size and Shape	Style	Body Color and Material	Trim Color and Material	Head Covers	Travel Hood	Umbrella Holder	POCKETS				Bottom	List Price
								Ball+	Clothing	Utility	Vanity		
14-1414	8" Keystone	"Saddle"	Lime Vinyl	White Vinyl		X	X	1z	X		X	8" Cyclac	30.00
14-1415	8" Keystone	"Saddle"	Blue Naugahyde*	Blue Vinyl		X	X	1z	X		X	8" Cyclac	30.00
14-1416	8" Keystone	"Saddle"	Blue Vinyl	White Vinyl		X	X	1z	X		X	8" Cyclac	30.00
14-1419	8" Keystone	"Saddle"	Gold Vinyl	Gold Vinyl		X	X	1z	X		X	8" Cyclac	30.00

LADIES' / SUNDAY BAGS

Attractive and durable for maximum convenience



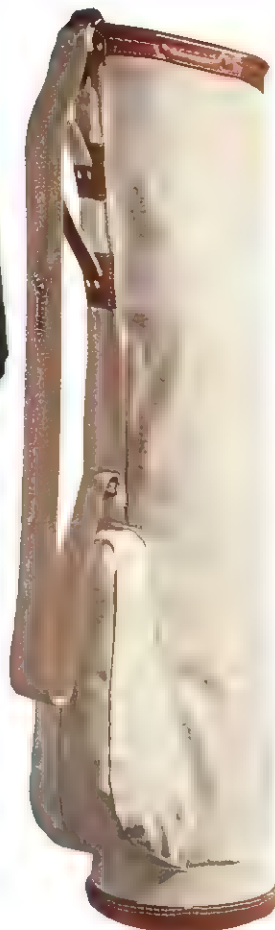
14-1659L



14-1749



14-1899



14-1778



14-1928

Spalding Code	Top Size and Shape	Style	Body Color and Material	Trim Color and Material	Head Covers	Travel Hood	Umbrella Holder	POCKETS				Bottom	List Price
								Ball	Clothing	Utility	Vanity		
14-1659L	8" Keystone	"Saddle"	Assorted Colors Vinyl	Assorted Colors Vinyl		X	X	1z	X	X		8" Cycolac	16.00
14-1749L	8" Oval	"Slim"	Assorted Colors Vinyl	Assorted Colors Vinyl				1z	X	X		8" Cycolac	11.00
14-1899	8" Oval	Jr. Tournament	Assorted Colors Vinyl	Assorted Colors Vinyl				1z	X			8" Cycolac	8.75
14-1778	8" Keystone	Round	White Duck	Tan Vinyl				1z				8" Cycolac	11.00
14-1928	6" Round	Round	White Duck	White Duck				1z				6" Duck	5.00
14-1968	5" Round	Round	White Duck	White Duck				1z				5" Duck	5.00

BEST SUNDAY BAGS

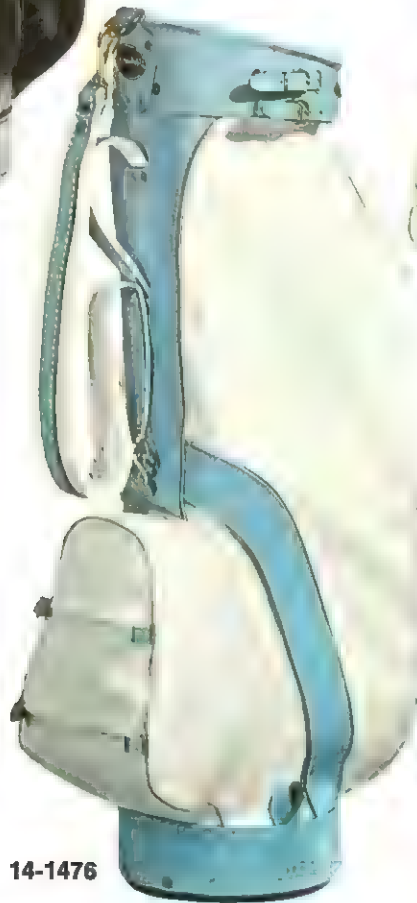
Superb new lightweights
for the quick game



14-1471



14-1478



14-1476



14-1678

SUN. BAGS	Spalding Code	Top Size and Shape	Style	Body Color and Material	Trim Color and Material	Head Covers	Travel Hood	Umbrella Holder	POCKETS				Bottom	List Price
									Ball†	Clothing	Utility	Vanity		
	14-1471	8" Round	"Uni-Body"	Black Vinyl	Black Vinyl		X	X	2z	X	X		8" Cyclopedia	30.00
	14-1476	8" Round	"Uni-Body"	White Vinyl	Blue Vinyl		X	X	2z	X	X		8" Cyclopedia	30.00
	14-1478	8" Round	"Uni-Body"	White Vinyl	White Vinyl		X	X	2z	X	X		8" Cyclopedia	30.00
	14-1678	8" Round	"Uni-Body"	White Duck	Tan Vinyl			X	1z				8" Cyclopedia	18.00



CARRY-ALL BAGS

Extra large, carry-all club bags of deluxe Spalding Imperialite expanded vinyl in the exciting new "Wave" styling. Convenient end pockets for small items. Easy entry two-way color-coordinated polyester coil zippers. Leather handles. Leather name tag and strap. Fully lined. Unbreakable bottom support with heavy protective metal studs. Embossed finish. Gold lurex piping.

- 16-5051 Black (Matches golf bag No. 14-1181)
 - 16-5052 Red/White (Matches golf bag No. 14-1082)
 - 16-5054 Green (Matches golf bag No. 14-1084)
 - 16-5058 White (Matches golf bag No. 14-1188)
- Each \$25.00

LADIES TOTE BAGS

Smartly styled "Pro-ette" oval design in fashionable Imperialite expanded vinyl. Swivel connector for attaching to golf bags. Identically matches ladies golf bags No. 14-131 and 14-141. Available in lime, royal blue, light blue or gold.

- 11-5199 Each \$ 2.50

PRACTICE BALL BAGS

Large, club style practice ball bags crafted of deluxe Spalding Imperialite expanded vinyl. Color coordinated polyester coil zippers. Reinforced carrying handles. Name tag holder. Fully lined. Unbreakable bottom support. Heavy duty metal protective studs.

- 16-5151 Black (Matches golf bag No. 14-1181)
- 16-5152 Red/White (Matches golf bag No. 14-1082)
- 16-5154 Green (Matches golf bag No. 14-1084)
- 16-5158 White (Matches golf bag No. 14-1188)

Each \$ 7.00

REPLACEMENT SHOULDER STRAPS

Assorted Colors.

- 16-554 Leather Each \$ 9.00
- 16-564 Imperialite Each \$ 2.50



DELUXE UMBRELLAS

Classic — Extra large Fiberglass shaft model. Double rib, rustproof, bonderized frame. 100% All-Weather Nylon fabric. Opens to fifty-six inch width. Leatherette sheath. Eight or two color alternating panels.

16-612 Assorted Color Combinations Each \$27.50

Gauche — Superb All-Weather 100% Nylon model with double rib, bonderized frame. Trouble free Fiberglass shaft with wooden handle. Opens to fifty-two inch width. Leatherette sheath.

16-623 Assorted Color Combinations Each \$23.50

Clearview — Large All-Weather model with 360 degree clear-view transparent panel insert for all around visibility in driving rain. Double rib, rustproof bonderized frame. Fine element cloth in alternating colors. Opens to fifty-two inch width.

16-633 Assorted Color Combinations Each \$17.50

Fiesta — Bonderized frame with sturdy Fiberglass shaft, molded plastic grip. Water-repellent 100% Nylon cover in color alternating panels. Opens to forty-eight inch width.

16-639 Assorted Color Combinations Each \$17.50

Pagoda — Attractive Ladies' model with rustproof bonderized frame. 100% Nylon. Stylish chrome fittings. Alternating eight-color, sixteen panel design. Opens to forty-two inch width. Matching handles.

16-637 Assorted Color Combinations Each \$17.50

Rainbow — Durable, water-repellent cotton top with an attractive selection of assorted solid colors arranged in sixteen alternating panels. Opens to fifty-six inch width. Transparent Polyethylene sheath.

16-642 Assorted Color Combinations Each \$15.50

Foresight — Roomy design affords extra protection for player and equipment alike. Front and rear transparent panel insert. Water repellent 100% cotton covering. Wooden handle. Sixteen rib frame opens to fifty inches. Transparent Polyethylene sheath.

16-652 Assorted Solid Colors Each \$13.00

Oasis — Shower-proof acetate cloth model in alternating two color, ten panel design. Re-usable "wind-proof" feature. Opens to fifty-four inches. Assorted colors. Transparent Polyethylene sheath.

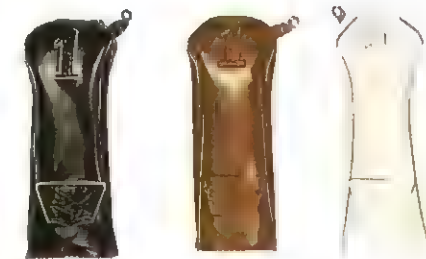
16-668 Each \$11.00

Umbrella Sheath — Attractive leatherette umbrella sheath packed in assorted colors and sizes.

16-697 Each \$ 1.20



Cowhide



Deluxe Imperialite



Orlon



Imperialite

HEAD COVERS



Deluxe Dura-Lite



Dura-Lite

DELUXE HEAD COVERS Ultimate in luxury wood protection

Glove Tanned Cowhide — Exclusive three piece full gusset contour design covers in glove tanned cowhide leather with contrasting "shadow" trim on shield and numerals. Fully lined. Lurex welting. Sets of 4 (1-3-4 plus "Bird on Ball" Symbol for 2 or 5 woods).

16-2111 Black Set \$16.75
16-2112 Red Set \$16.75
16-2115 Tan Set \$16.75
16-2118 White Set \$16.75

Deluxe Imperialite — Superb new expanded vinyl covers in exclusive three piece full gusset design. Lurex welting. Fully lined. Sets of 4 (1-3-4 plus "Bird on Ball" Symbol for 2 or 5 woods).

16-2271 Black 16-2272 Red 16-2274 Green
16-2275 Brown 16-2278 White
Ladies' Models 16-2244 Green 16-2245 Blue
16-2246 Dark Blue 16-2249 Gold Set \$12.00

Deluxe Knitted Orlon — Superb tri-color accordion stitched covers featuring the interchangeable number feature. Inserts 1 through 5 included with each set of four covers. Sets of 4 (Interchangeable numbers 1-5).

16-2251 Black/Gold 16-2252 Red/Blue/White
16-2254 Green 16-2255 Brown/White
16-2258 Gold/White 16-2259 Black/Red/White
Set \$11.25

Imperialite (Interchangeable Nos.) — High quality Imperialite expanded vinyl fabric covers featuring the popular interchangeable numbers that allow complete flexibility in any set composition. Sets of four (Interchangeable numbers 1-5).

16-2311 Black 16-2312 Red 16-2314 Green
16-2315 Dark Brown 16-2318 White Set \$11.00

Top Grade Dura-Lite — "Half Gusset" design of Imperialite. Contrasting trim includes number insert, shield and piping. Form fit. Choice of the following colors: Black/White, Red/White, Brown/White and Green/White. (Interchangeable Nos.)

16-239 (1-2-3-4 Plus #5 insert) Set \$ 8.50
16-238 (1-2-3 Plus #4 insert) Set \$ 6.50

Deluxe Dura-Lite — Fully lined and welted, contoured covers of leather grained Dura-Lite fabric. Black, Red or Chestnut Brown. White chevron "V" trim. Thong-laced swivel connectors.

16-252 Set of Four (1, 3, 4, 5) Set \$ 7.00
16-251 Set of Three (1, 3, 4) Set \$ 5.00

Dura-Lite Fabric — Flat style covers in black Dura-Lite fabric. Lurex welting. Black only.

16-2619 Set of Four (1-3-4-5) Set \$ 4.40
Open Stock
16-2611/2/3/4/5 Each \$ 1.10

Imperialite Putter Cover — Deluxe leather grained Imperialite expanded vinyl putter cover with contrasting piping. Assorted colors.

16-355 Each \$ 1.00

Putter Cover — Leather and Wool — Grain leather and knitted cover. Available in assorted colors.

16-351 Each \$ 1.00

DELUXE GOLF GLOVES

The thinnest leathers
in the world

Northern-Lite for Men — Deluxe Black cold weather gloves of finest imported African Cabretta leather. Lined in back except for back of fingers. "Wris-Klasp" design with snug-fitting elastic back inserts. Men's sizes 8, 8½, 9, 9½ and 10.

16-105 Men's Pairs — Black Pair \$10.00

NORTHERN-LITE

Elite — Men's Left Hand — Super thin Cabretta leather model featuring Velero closure, adjustable to a perfect position for any golfer. Deep "V" type opening in back. Wide elastic strips inside wrist and back. Flair-away cuff. Distinctive Bird-on-Ball emblem. Men's Left Hand. Sizes: Small, Medium, Medium Large, Large and Extra Large.

16-1221 Black
16-1222 Red
16-1224 Green
16-1226 Blue
16-1227 Orange
16-1228 White
16-1229 Yellow

Each \$ 6.00



ELITE



TOURNAMENT



CLASSIC



PALMTEx

Elite — Cadet Model — Same fine quality and design as the 16-122 series but scaled down for smaller hands. Men's Left Hand. Assorted colors: Black, Red, Green, Blue, Orange, White and Yellow. Cadet sizes: Small, Medium, Medium Large, Large and Extra Large.

16-1249 Each \$ 6.00

Elite — Men's Right Hand — Same fine quality and design as Men's right hand model. Assorted colors: Black, Red, Green, Blue, Orange, White and Yellow. Small, Medium, Medium Large, Large and Extra Large.

16-1269 Each \$ 6.00

Elite — for Ladies — Same fine quality and design as the Men's 16-122 series but in Ladies' sizes. Assorted colors: Green, Blue, White and Yellow. Ladies' sizes: Small, Medium and Large.

16-1299 Each \$ 6.00

Tournament for Men — "Form Fit" styling with extra long flair cuff and contrasting trim. Fine quality, fully ventilated Cabretta leather. New form-fit Velcro closure. Sizes: Men's Small, Medium, Medium Large, Large, Extra Large. Assorted Colors.

16-1319 Each \$ 4.50

Classic for Men and Ladies — Deluxe stretch glove. Ventilated Kharma leather palm and stretch Nylon back. Two-way stretch finger inserts. Men's Assorted colors: Black, White/Black, White/Green and Red. Slip on style with elastic back insert and wrist strap. Men's Sizes: M (8 & 9) and L (9 & 9½). Ladies' Colors: Blue and White. Ladies' Sizes: M (6 & 6½) and L (7 & 7½).

16-1549 Men's Left Hand

16-1569 Men's Right Hand

16-1599 Women's Left Hand Each \$ 3.35

Palmtex for Men and Ladies — Ventilated Kharma leather palm with non-slip Snugtex grip. Stretch Nylon back. Elastic wrist band. Sizes: A (Small and Medium); B (Large).

Men's Left Hand

16-171 Champagne/Coffee

Men's Right Hand

16-172 Champagne/Coffee

Ladies' Left Hand

16-173 Champagne/Coffee;

Champagne/Blue Each \$ 2.00

A. G. SPALDING & BROS. INC.

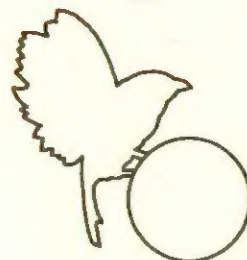
Manufacturing Plant & Executive Offices

Meadow Street

Chicopee, Massachusetts 01014

(Code 413) 536-1200

B-14



Distributing Branches

ATLANTA

2870 Forrest Hills Drive, S. W.
Atlanta, Georgia 30315
(Code 404) 766-5686

CHICAGO

4850 North Harlem Avenue
Chicago, Illinois 60656
(Code 312) 867-8100

CHICOPEE

102 First Ave.
Mass. Industrial Park
Chicopee, Mass. 01020
(Code 413) 592-4611

CLEVELAND

31525 Aurora Road
Cleveland, Ohio 44139
(Code 216) 248-4845

DALLAS

1202 Great Southwest Pkwy.
Grand Prairie, Texas 75050
(Code 214) 264-4721

DETROIT

31109 Greenfield Road
Birmingham, Michigan, 48012
(Code 313) 644-1556

HONOLULU

540 Lagoon Drive
Honolulu, Hawaii 96819
(Code 808) 852-251

LOS ANGELES

7959 Paramount Blvd.
Pico Rivera, California 90660
(Code 213) 949-2511/685-6110

MIAMI

2850 North 28th Terrace
Hollywood, Florida 33020
(Code 305) 922-1545

NEW YORK

360 Sylvan Ave., Route 9W
Englewood Cliffs,
New Jersey 07632
(Code 201) 567-9710

PHILADELPHIA

270 New Jersey Drive
Ft. Washington Industrial Pk.
Ft. Washington, Penna. 19034
(Code 215) 843-1700

SAN FRANCISCO

263 Utah Avenue
So. San Francisco, Calif. 94080
(Code 415) 852-8540

SPALDING SKI PRODUCTS, INC.

Meadow Street
Chicopee, Massachusetts 01014
(Code 413) 536-1200

SPALDING POOL & BILLIARDS

Fischer Manufacturing Co., Inc.
Tipton, Missouri 65081
(Code 816) 433-5531

Overseas Factories and Sales Offices

AUSTRALIA

A. G. Spalding & Bros.
A(Asia) Pty, Ltd.
P. O. Box 19
Sunshine, Victoria, 3020, Australia

BELGIUM

A. G. Spalding & Bros. of Belgium
Schoolstraat 16
Beveren-Roseselare, Belgium

CANADA

A. G. Spalding & Bros. of Canada, Ltd.
Brantford, Ontario, Canada

ENGLAND

A. G. Spalding & Bros., Ltd.
Deodar Road, Putney
London, S. W. 15, England

EUROPE

(SPALDING EUROPA)
Juan Hurtado de Mendoza #7
Apartamento 004
Madrid, Spain

ITALY

Spalding-Persenico Ski, S. P. A.
23022 Chiavenna, Italy

JAPAN

Spalding International Inc.
c/o E. Amram & Sons
C.P.O. Box 911
Tokyo 100-91, Japan

NEW ZEALAND

A. G. Spalding & Bros.
(N. Z.) Agency
222 St. Asaph Street
Christchurch C-1, New Zealand

NORTHERN IRELAND

A. G. Spalding & Bros., Ltd.
Doagh Road
Newtownabbey, County Antrim
Northern Ireland

SOUTH AFRICA

A. G. Spalding & Bros.
P. O. Box 1425
Johannesburg, South Africa

RECEIVED

JAN 24 1971



Bobby Jones, a true champion with one impeccable quality — perfection. He demanded only the best from himself and from others. Working many long hours, Jones developed a near perfect golf swing that eventually led him to the culmination of every golfer's dreams, winning the "Grand Slam" of golf in 1930. For many years, Bobby Jones was a Vice-President of Spalding. He used his vast knowledge and skills to perfect the world's

"BOBBY" JONES

finest golf line. Even today, Spalding honors this great golfer by naming a quality set of clubs after him. Jones demanded the best for himself and dedicated a great deal of time and effort to see to it that all the clubs produced by Spalding were of the highest quality. Today this same tradition permeates the goals of Spalding.

To the memory of the greatest golfer ever to play the game, we dedicate this catalog.